

JULY 4th PARTIES PLANNER – ENFORCEMENT
SAMPLE NEWS RELEASE



FOR IMMEDIATE RELEASE: [Date]
CONTACT: [Name, Phone Number, Email]

Plan Before You Party This Fourth of July
*"You Drink & Drive. You Lose." Enforcement Blitz Planned
Over Holiday Weekend*

[Local Leader/Organization] announced today that law enforcement officials will be out in full force over the Fourth of July holiday weekend with an aggressive *You Drink & Drive. You Lose.* enforcement blitz to stop impaired driving.

"The Fourth of July holiday represents one of the most dangerous and deadliest times of the year on the nation's roadways," said [Local Leader]. "One big reason is the significant jump in the number of impaired driving-related traffic crashes and fatalities. That's why law enforcement will be out in full force conducting sobriety checkpoints and saturation patrols to catch, arrest and prosecute impaired drivers this holiday weekend."

According to a study by the Insurance Institute for Highway Safety of all motor vehicle fatalities in the United States between 1986 and 2002, July 3rd and 4th are the two deadliest days of the year on our highways – with approximately 41 percent of the fatalities on those two days involving an impaired driver with a blood alcohol concentration level of 0.08 grams per deciliter or higher.

"Forty-seven percent of the 514 traffic fatalities across the country on and around the Fourth of July in 2003 involved an impaired driver with a blood alcohol concentration level of 0.08 g/dl or higher," [he/she] said. "That is an incredibly high and disturbing percentage."

As one point of comparison, [Local Leader] said four people in the nation died from all of the injuries involving the use of fireworks around July 4th in 2003, according to the National Center for Injury Prevention and Control, while on the same day, 282 people died in alcohol related traffic crashes.

"That's why our goal this Fourth of July is to remind everyone, whether they are heading out to the beach, the lake or the mountains, to their favorite summer concert, to the ballpark, or just going to a barbecue or picnic with friends, if they plan on using

alcohol, they need to designate a sober driver before they get started,” said **[Local Leader]**.

Impaired driving is one of America’s deadliest crimes. Nationally in 2003, more than 14,000 people died in impaired-driving-related highway crashes involving drivers with a BAC level of 0.08 g/dl or higher. Every 30 minutes, nearly 50 times a day, someone in America dies in an alcohol-related crash. Hundreds of thousands more are injured each year. According to the National Highway Traffic Safety administration, about three in every ten Americans will be involved in an alcohol-related crash at some point in their lives.

Driving impaired or riding with someone who is impaired is simply not worth the risk because the consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be really significant.

“Our message this Fourth of July weekend is simple,” said **[Local Leader]**. “If you get caught driving impaired, there will be no warnings – no excuses. Law enforcement will arrest and prosecute you. *You Drink & Drive. You Lose.*”

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